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5/8/58

fashion calendar

january

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january - 1959

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

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18th YEAR • A WEEKLY PUBLICATION

july

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING SATURDAY, SEPTEMBER 6, 1958

Thursday Sept. 4 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Thursday Sept. 4 11:00 A.M.	HOLIDAY COLLECTION BY HELENA BARBIERI Preview of cocktail and formal wear. By invitation. Also Sept. 9, 10 and 11 at 9:30 A.M. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Sept. 4 12:30 P.M. Luncheon	CHILDREN'S HOLIDAY FASHIONS WITH "VELCRO" Demonstrations with "Velcro", patented nylon fastener, in "fashion firsts" for Holiday wear. By invitation. Publ.: Ruth Shaw Assoc., WI. 7-2562.	JOSEPH LOVE; HI-LINE	HOTEL McALPIN BALLROOM
Thursday Sept. 4 12:30 P.M. Luncheon	IMPORT ORIGINALS DURING LUNCHEON "Around the World of Fashion"--luncheon showing of import originals. (This is a repeat of Sept. 3 press showing.) Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Publicity: Nancy Ranck, OX. 5-4400, Ext. 2910. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 4 2:30 P.M.	PRESS PREVIEW OF HOLIDAY DRESSES Preview for the press of Edward Abbott's Holiday dress collection, designed by Wilson Folmar. By invitation. <u>Trade</u> at 10:30 A.M., Sept. 9, 10, 11, 12. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Sept. 4 3:00 P.M.	PRESENTATION: 1959 CHRYSLER NEW CARS Chrysler will present their five divisions of new cars - De Soto, Plymouth, Dodge, Chrysler and Imperial to the press for Miami Beach. Strictly by invitation. Producer: Cass Franklin, Inc.; contact: Dick Pierce, JU. 6-8300. Fashion Director: Gertrude L. Rossiter, PL. 9-2424.	CHRYSLER CORPORATION	AMERICANA HOTEL MIAMI BEACH, FLORIDA
Thursday Sept. 4 Evening; Friday Sept. 5	ANNUAL FASHION AWARDS AND EXPOSITION The twenty-first annual Neiman-Marcus Fashion Exposition, with awards to Yves-Mathieu St. Laurent of Christian Dior, Paris; Jens Quistgaard of Copenhagen and Helen Lee of New York. <u>Three showings</u> : Thursday evening--dinner and ball; Friday morning--brunch; Friday afternoon--tea. For benefit of Dallas Civic Opera. N.Y. Contact: Kay Kerr, LO. 4-1200; or Sara Marshall, Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	STATLER-HILTON HOTEL DALLAS, TEXAS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 4 4:00 P.M. Cocktails	PRESS PREVIEW OF "VIVA MEXICO COLLECTION" Celanese Corp. will present Greta Plattry's special advance Cruise collection of sportswear, beachwear and dresses. By invitation. Publicity-- Plattry: Margaret Hodge, PL. 5-7630; Celanese: Dorothy Wallace, MU. 9-6000.	CELANESE CORP. OF AMER.; GRETA PLATTRY	PARK LANE HOTEL CRYSTAL BALLROOM
Friday Sept. 5 10:00 A.M. Breakfast	PRESS PREVIEW: FALL SHOE COLLECTION Gimbels will preview their Fall shoe collection. By invitation. Publicity: Margot Infantino, LO. 4-3300, Ext. 6113.	GIMBELS	4TH FLOOR SHOE SALON
Friday Sept. 5 11:30 A.M.	PRESS PREVIEW OF COUNTRY CASUALS Press preview by Bergdorf Goodman of the Guy LaRoche country casuals for Fall. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Friday Sept. 5 12:00 Noon Luncheon	PRESS PREVIEW OF HOLIDAY DRESSES Lee Claire's Holiday dresses at preview showing. By invitation. Trade at 12:00 Noon (luncheon), Sept. 8 thru 12. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
<u>WEEK BEGINNING MONDAY, SEPTEMBER 8, 1958</u>			
Monday Sept. 8 11:00 A.M.	PRESS PREVIEW: NEW BEAUTY SALON Walter Florell Coiffures---preview for press of new beauty salon, with a collection of coiffures, make-up, hair colorings and "chi-chi's". By invitation. Open House from 3:00 to 6:00, with repeat showings. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	WALTER FLORELL COIFFURES	30 WEST 57TH STREET NEW SALON - 5TH FLOOR
Monday Sept. 8 11:00 A.M.	OPENING OF HOLIDAY SPORTSWEAR COLLECTION Showing of Hope Mathews collection of country separates and shirt waist dresses. Continuous thereafter. Contact: Angela Coppa, LA. 4-2398.	LADY GUILFORD	1384 BROADWAY SHOWROOM - 10TH FLOOR
Monday Sept. 8 2:30 P.M.	PRESS PREVIEW: HOLIDAY AND RESORT COLLECTION Arkay will preview their Holiday and Resort junior collection. Commentator: Shelly Lebow. By invitation. Publicity: Post Eddy, LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday Sept. 8 3:00 P.M.	PRESS PREVIEW: IMPORTS AND CUSTOM-ORDER Preview of Hattie Carnegie's Fall and Winter custom-order originals and imports. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Beginning Monday Sept. 8	SHOWING OF SHOE, BAG AND BELT COLLECTIONS Showing of shoes by La Piuma; bags and belts by Alex of Austria. Contact: Ellen Lockwood, WI. 7-6122.	LA PIUMA; AND ALEX OF AUSTRIA	ELLEN LOCKWOOD 1410 B'WAY - 19TH FL.
Beginning Monday Sept. 8	OPENING: AT-HOME SEPARATES COLLECTION Showing of at-home Holiday separates collection. Continuous daily thereafter. Contact: Arnold M. Schoenfeld, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 8- Sept. 15	FALL COLLECTION OF SCARVES Showing of Fall scarves, stoles, collars, jackets, shrugs. Contact: WI. 7-6470.	BAAR & BEARDS, INC.	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
Tuesday Sept. 9-11 9:00 A.M.	OPENING: HOLIDAY AND RESORT SPORTSWEAR The Mr. Mort Sportswear Holiday and Resort collection, designed by Pembroke Squires and Reiko, will be presented Sept. 9, 10, 11 at 9:00 A.M. By admission card only. Contact: Miss Andree, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Sept. 9 9:15 A.M. Breakfast	PRESS PREVIEW: MEN'S SPRING SPORTSWEAR Preview for press of men's Spring and Summer sportswear for '59 in Fuller fabrics. Showing at 9:45 A.M. (<u>Note Change of Date.</u>) By invitation. Publ.: Stella Epstein, Director of Men's Wear Promotion, OX. 5-1700, Ext. 8149.	FULLER FABRICS	1460 BROADWAY LOUNGE - 2ND FLOOR
Tuesday Sept. 9 10:00 A.M. Breakfast	PRESS PREVIEW: FALL NELLY DON DRESSES Stern's will present the Nelly Don Fall collection to the press. By invi- tation. Publicity: Barbara Lawrence, LO. 5-7960, Ext. 570.	STERN BROTHERS	6TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 9 11:00 A.M. & 2:30 P.M.	PRESS PREVIEW OF HOLIDAY COLLECTION Majestic will present their collection of Holiday color-coordinated separates. For press and resident buying offices, by invitation. Contact: Wanda Wheeler, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Sept. 9 11:00 A.M.; 2:00 P.M.; 3:00 P.M.	THREE HOLIDAY AND RESORT COLLECTIONS Jeane Scott by Margot junior collection at 3:00 P.M. daily; Rappi (misses) at 2:00 P.M. daily; Arkay Junior Frocks at 11:00 A.M. daily. By invita- tion. Publicity: Post Eddy, LO. 5-2626.	MARGOT, INC.; ARKAY; & RAPPI	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
Tuesday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's Fall import collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday Sept. 9 12:15 P.M. Luncheon	REPORT ON PARIS COLLECTIONS Report on Paris collections by Betsy Talbot Blackwell, Editor-in-Chief, "Mademoiselle", at a luncheon. Price: \$6.00 (members); \$7.50 (guests). For reservations contact: WI. 7-0324.	N.Y. FASHION DESIGNERS, INC. (1457 BROADWAY)	HOTEL ASTOR EAST BALLROOM
Tuesday Sept. 9-11 1:00 P.M.	OPENING: HOLIDAY AND RESORT DRESS COLLECTION Mr. Mort's Holiday and Resort dress collection, designed by Lee Evans, will be presented Sept. 9, 10, 11 at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 9	OPENING: HOLIDAY AND RESORT COLLECTIONS "Clothes For You" by Joan Leslie--Holiday and Resort collection. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 9	OPENING: HOLIDAY AND RESORT JUNIOR FASHIONS Junior dresses for Holiday and Resort wear. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 9	OPENING: MISSES HOLIDAY AND CRUISE COLLECTION Continuous showings of Holiday and Cruise Junior dresses by McKettrick-Williams. Publicity: Merre White or Dorothy McCauley, PE. 6-6525.	McKETTRICK-WILLIAMS	1400 BROADWAY SHOWROOM - 23RD FLOOR
Beginning Tuesday Sept. 9	OPENING: RESORT AND EARLY SPRING COATS Showing of Originala's Resort and Early Spring collection. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Beginning Tuesday Sept. 9	OPENING: JUNIOR HOLIDAY AND CRUISE COLLECTION Showing of Ondine's Junior Holiday and Cruise fashions. Continuous daily. Publicity: Merre White or Dorothy McCauley, LO. 4-0624.	ONDINE	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday Sept. 10 8:30 A.M. Breakfast	PREVIEW: MEN'S AND BOYS' FASHIONS FOR 1959 Preview for press and resident buyers of fashions for men and boys for Spring and Summer, 1959 in fabrics containing Du Pont's fibers. By invitation. Publicity: Wright Johnson, LO. 3-6400, Ext. 259.	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL STATLER SKYTOP ROOM
Wednesday Sept. 10 9:30 A.M.	PRESS PREVIEW: "LINE- FOR-LINE" IMPORT COPIES Preview for press of Macy's "Line-for-line" copies of designer import originals. By invitation. Publ.: Nancy Ranck, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Beginning Wednesday Sept. 10 11:00 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION Eloise Curtis will present the Holiday and Resort collection at 11:00 A.M. daily. By invitation. Contact: PE. 6-4885.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 10 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Showing of Harry Frechtel's Fall coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Frechtel contact: PE. 6-1310.	HARRY FRECHTEL (205 W. 39TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 10 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Fall and Winter ready-to-wear originals, designed by Count Sarini. By invitation. Publicity: Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Thursday Sept. 11 9:00 A.M. Coffee	PRESS PREVIEW: SWEATERS & BLOUSES BY JOHN WEITZ Preview of "Shapers", new development in knitwear by John Weitz; and his collection of Shelley sweaters, knit jackets, blouses, shirts. Also, pre-view of "Wundana", new "pill resistant" fabric, in a special group of knitwear. By invitation. Contact: Peggy Clothier, LO. 3-7830 or WA.5-7393.	SHELLEY KNITTING MILLS	1407 BROADWAY ROOM 2406

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 11 10:30 A.M.	PREVIEW: HOLIDAY AND RESORT COLLECTION Sir James will present their Holiday and Resort blouses, dresses and sportswear to the press and resident buyers. By invitation. Daily thereafter. Contact: Harriette Wittman, PE. 6-8263.	SIR JAMES, INC.	1407 BROADWAY ROOM 3401
Thursday Sept. 11 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER AND FURS Preview for the press of custom-order fashions designed by Muriel King; furs by Mr. Anthony. By invitation. Contact: Louise Bralow, PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET
Thursday Sept. 11 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Richard Cole will present his collection of all-occasion dresses, available at Bloomingdale's. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Contact: John Brunelle, BR. 9-5644. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVE.)	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 11 2:00 P.M.	OPENING: HOLIDAY, RESORT, EARLY SPRING COLLECTION By reservation. Continuous daily thereafter. Contact: Miss Kitty, BR. 9-9570.	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Sept. 11 4:00 P.M. Cocktails	PREVIEW: SPRING AND RESORT SWEATER FASHIONS Press preview of Korrigan Lesur's Resort and Spring sweaters and ensembles. Madame Kermaingant, the designer, will be present. By invitation. Publicity: Ruth Hammer, 2 West 59th St., EL. 5-7872.	KORRIGAN LESUR CORP. (70 WEST 40TH STREET)	SAVOY-HILTON HOTEL LE CHATEAU - 11TH FL.
Thursday Sept. 11 4:00 P.M. Cocktails	PRESS PREVIEW: JUNIOR HOLIDAY COLLECTION Preview in the new Mam'selle showroom of Holiday, Resort and early Spring junior fashions, designed by Betty Carol. By invitation. Thereafter at 2:00 P.M. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Thursday Sept. 11	OPENING: HOLIDAY AND CRUISE COLLECTION Showing of Holiday and Cruise collection, designed by Liz Claiborne. Daily thereafter. Contact: LO. 5-2275. Publ.: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Sept. 11- Sept. 21	NINTH ANNUAL HOME FURNISHINGS SHOW Special feature this year will be a Chromspun "House of Color" by Eastman Chemical Products. Rooms designed by Beverly Reitz, Hector Grant, Isabel Barringer, Freitag and Bachstein. (Press preview Wed., Sept. 10; 3:00 P.M.-7:00 P.M.). Publ.: Nan Morrison, Harold J. Siesel Co., 219 East 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Friday Sept. 12 10:00 A.M. Coffee	PRESS PREVIEW: READY-TO WEAR ORIGINALS Preview for press of French and Italian ready-to-wear originals, exclusive with Bendel's. By invitation. Contact: Ruth Hammer Assoc., CI. 7-1100, Ext. 345.	HENRI BENDEL	2ND FLOOR "10 WEST" SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Sept. 14 1:00 P.M. Brunch	FALL CUSTOM FASHIONS AT LUNCHEON SHOW "Pink Champagne and Roses"--fashions by Martier-Raymond. Jewelry: Linde Star, Division of Union Carbide. Reservations--\$3.75; contact: Mr. Gilbert, CI. 6-7700. (<u>Note Change of Date.</u>) Publ.: Peggy Cantor Assoc., PL.1-2855.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sept. 15	ROSH HASHONAH--First Day of Jewish New Year (Monday).		
Sept. 16	ROSH HASHONAH--Second Day of Jewish New Year (Tuesday).		
Tuesday Sept. 16 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Hattie Carnegie's Fall fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Carnegie contact: PL.5-2600.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 16 3:00 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will present her Fall and Winter custom collection to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Sept. 16 4:00 P.M. Cocktails	PIERRE CARDIN PATTERN DESIGNS AND FASHIONS McCall's will introduce Pierre Cardin at a cocktail party with a showing of his pattern designs and fashions from his Paris collection. By invitation. Publicity: Lenore Bart, McCall's Pattern Division, MU. 6-4600.	McCALL'S PATTERNS (230 PARK AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 16 4:00 P.M.	FOOD TASTING FOR THE PRESS Macy's will invite the press to their International Food Tasting. By invitation. Publicity: Rene Kuhn, OX. 5-4400, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 16 6:30 P.M.- 9:30 P.M.	WEEKLY FASHION CAREER COURSE Subject: "In The Branches Of Ready-To-Wear"; moderator: Jessica Daves, "Vogue" Magazine. Panel: Pauline Trigere, Jeanne Campbell, Helen Lee, John Weitz, Walter Gerson, Vincent Monte-Sano. Guest of honor: Jacques Heim, President, Chambre Syndicale de la Couture Parisienne. Price of course: \$16.00; Each session: \$2.50 (except Nov. 25, \$3.50). Chairman: Jeanne Pierre. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM
Wednesday Sept. 17 10:00 A.M.	OPENING OF RESORT COLLECTION The Adele Simpson Resort collection at 10:00 A.M. on Sept. 17, 18, 23, 25, 30 and Oct. 1. By invitation only. Contact: Ann Smith, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Sept. 17 12:30 P.M.	FALL FASHIONS AT LUNCHEON SHOWING Contact: Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677.	FONTAYNE (331 EAST 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 17 1:00 P.M.	OPENING OF HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection. Daily thereafter. (<u>Note Change Of Date.</u>) Contact: Lee Pine or David Lubert, CH. 4-2659.	WM. FOX-VISIONI	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 17 1:15 P.M.	SHOWING OF HOLIDAY AND RESORT FASHIONS Showing of new collection on Sept. 17, 18, 19 at 1:15 P.M. Contact: Kay McGowan, LO. 5-6453. Publicity: Martial & Co., TE. 8-6270.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Sept. 17 2:30 P.M.	OPENING: CRUISE AND HOLIDAY COLLECTION Showing of David Levine's Cruise and Holiday collection, Sept. 17, 19, 22 at 2:30 P.M., Sept. 23 at 9:00 A.M. Contact: Miss Fritz, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 17 3:30 P.M.	PREVIEW: JUNIOR HOLIDAY AND CRUISE FASHIONS Preview of Holiday and Cruise fashions for juniors, designed by Mr. Sydney. Contact: WI. 7-5374.	REICH-GOLDFARB & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Sept. 18 9:00 A.M. Breakfast	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Preview of 1959 Cruise and Summer swimsuits for women, men and children. By invitation. Contact: Maria Brown, MU. 3-7020.	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM
Thursday Sept. 18 11:30 A.M.	SHOWING OF FALL INTERNATIONAL FASHIONS Fashions by Curriel of Milan; Fabrini of Rome; Frederick Starke of London; Bernard Newman of the U.S. By invitation. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	HOTEL PLAZA BALLROOM
Thursday Sept. 18 1:15 P.M.	OPENING OF RESORT AND CRUISE COLLECTION Sylvia Kaplan will present her Resort and Cruise daytime, evening dresses and ensembles. <u>Daily thereafter at 1:15.</u> Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 18 1:15 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION Showing of afternoon, cocktail and evening dresses. Thereafter by appoint- ment. Contact: Lucille Gordon, LO. 5-2727. Publ.: Nona James, MU. 5-4834.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Sept. 18 2:30 P.M.	OPENING: CRUISE AND HOLIDAY COLLECTION Showing of Cruise and Holiday collection. Continuous thereafter. Contact: Alice Berman, PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM-27TH FLOOR
Friday Sept. 19 9:00 A.M. & 12:00 Noon	SEMI-ANNUAL IMPORT FASHION SHOW Fall Import Collection, with report by Carmel Snow, chairman Editorial Board, "Harper's Bazaar". Ready-to-wear co-chmn: Margaret de Mille and Edith Raymond. Prices: <u>Breakfast--\$6.00</u> (members), \$8.50 (guests); <u>Luncheon--\$8.00</u> (members), \$10.50 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Monday Sept. 22 10:00 A.M.	SELECTION OF "NATIONAL SWEATER QUEEN" The press and trade will be invited to meet the "National Sweater Queen", at introduction of National Sweater Week. By invitation. Contact: Betty Tanner, Wool Bureau, PL. 7-5092; or Edward A. Brandwein, Knitted Outerwear Association, MU. 3-7520.	KNITTED OUTERWEAR FOUNDATION	SAVOY-HILTON HOTEL CRYSTAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 22 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET
Monday Sept. 22 5:00 P.M. Cocktails	PRESS PREVIEW: IMPORTED BOUTIQUE COLLECTION Dana will preview their new imported boutique collection to the press. By invitation. (<u>Note Change of Date</u>). Contact: Jim or Mildred Dana, PL. 3-2065.	DANA SHOP	515 MADISON AVENUE
Beginning Monday Sept. 22	OPENING OF RESORT AND SPRING KNITWEAR FASHIONS Showing of sweaters, dresses and ensembles. Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	IRWILL KNITWEAR CORP.	1372 BROADWAY SHOWROOM-11TH FLOOR
Tuesday Sept. 23 10:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Oldric Royce will preview his Fall and Winter custom-order collection. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Tuesday Sept. 23 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Custom-order furs by Emeric Partos will be presented to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Beginning Tuesday Sept. 23	PETITE AND MISSES RESORT & SPRING LINE Opening of Resort and Spring collections of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. Daily thereafter. (Before Sept. 23, by appointment.) Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Sept. 24	YOM KIPFUR--Jewish Day of Atonement (Wednesday).		
Thursday Sept. 25 12:00 Noon Luncheon	PRESS PREVIEW: CUSTOM FUR FASHIONS Ritter Brothers will present a private showing for the press of furs designed by Leo Ritter. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	HOTEL PLAZA BALLROOM
Thursday Sept. 25 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Branell's Fall fashions, available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BRANELL 530 SEVENTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 25 3:30 P.M. Cocktails	PREVIEW: NEW DYE PROCESS Arnold, Hoffman & Co., a subsidiary of Imperial Chemical Industries, Ltd., London, will preview color effects attained with their new fiber-reactive dyes--"Procion." By invitation only, to press, designers and stylists. Contact: Frances Van Hall, MU. 2-3326.	ARNOLD, HOFFMAN & CO. (PROVIDENCE, R.I.)	HOTEL ROOSEVELT MADISON ROOM
Beginning Thursday Sept. 25	OPENING OF HOLIDAY AND RESORT COLLECTION Opening of Holiday and Resort dress collection. Continuous thereafter. Contact: Gerry Duncan, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 29 2:30 P.M.	PREVIEW OF RESORT SHIRTS AND SEPARATES Haymaker will preview their Resort shirts and separates designed by Ricci. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Sept. 29 4:00 P.M. Cocktails	PREVIEW: HOLIDAY AND RESORT LEATHER COLLECTION Preview for press of Holiday and Resort leather sportswear and ensembles. For press and buyers. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.	SAMUEL ROBERT, INC. (1407 BROADWAY)	OPERA LUNCHEON CLUB MET. OPERA HOUSE
Tuesday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: RESORT & SPRING COLLECTION John Weitz will present "American Potpourri" for Resort and Cruise wear, a boutique collection of American casual clothes. By invitation. Contact: Miss Arlene, IO. 3-4920.	JOHN WEITZ OF PRINTZESS SQUARE	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 30 10:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS Showing of Fall and Winter fur collection. By invitation. Contact: Mrs. S. K. Steffen, CI. 7-1388. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Sept. 30 12:00 Noon Luncheon	SWIMWEAR FASHIONS AT LUNCHEON SHOWING Preview of the Rose Marie Reid 1959 swimsuit collection to press and buyers. By invitation. Publ.: Virginia Dickson at Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Wednesday Oct. 1 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of 17 awards from 4 countries for diamond jewelry design, chosen from sketches submitted anonymously to selection committee: Mrs. Gary Cooper, Mrs. George C. McGhee, Mrs. Perle Mesta, Mrs. Walter Paepcke and Miss Eugenia Sheppard. <u>Cocktails</u> , 12:00 Noon, Empire Room; <u>Luncheon</u> , 12:30 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Wednesday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON MEETING Vera Maxwell will present her Fall fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Vera Maxwell contact: Virginia Dickson, IO. 3-4358.	VERA MAXWELL (530 SEVENTH AVENUE)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 1 3:30 P.M. Cocktails	PREVIEW OF RESORT AND SUMMER SWIMSUITS Roxanne will present a preview of their 1959 swimsuit collection. <u>Showing</u> <u>at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th St., MU. 2-7025.	ROXANNE SWIM SUIT CO.	SAVOY-HILTON HOTEL SAVOY ROOM
Wednesday Oct. 1 4:30 P.M. Cocktails	PREVIEW OF FASHIONS IN NEW FABRICS "Solo's In Silk"--showing of A.P. Silk's new fabrics in fashions by lead- ing designers. <u>Showing at 5:00 P.M.</u> For press and buying offices, by invitation. <u>Beginning Mon., Sept. 29 - Oct. 3</u> "Fourth Annual Cherry Blossom Festival"--showing of silk fabrics to the trade at showroom, 1412 Broadway. Contact: Countess Dolfen, IO. 4-3335.	A.P. SILK CO., INC. (1412 BROADWAY)	OPERA LUNCHEON CLUB MET. OPERA HOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 1 9:00 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of fashion editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Thursday Oct. 2 8:45 A.M.	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Robby Len will present their Cruise and Summer swimsuit collection. By invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., FL.1-6630.	ROBBY LEN FASHIONS (1410 BROADWAY)	WALDORF-ASTORIA LOUIS XVI SUITE
Thursday Oct. 2 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING DRESSES David Crystal's Resort and Spring dresses will be previewed for the press and resident buyers. By invitation. Trade 10:30 A.M., Monday through Thursday. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Thursday Oct. 2 3:30 P.M.	PRESS PREVIEW: RESORT SWIMSUIT COLLECTIONS Preview of Resort swimsuit collections for the press. (<u>Note Change Of Date.</u>) By invitation. Publicity: Caltex--Betty Satyn; Flexees--Wynne McGovern, MU. 9-2100.	FLEXEES, INC.; CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday Oct. 3 11:00 A.M.	OPENING PREVIEW: RESORT AND SPRING COLLECTION By invitation and reservation. Trade showings, Oct. 7, 14, 21 at 11:00 A.M. Contact: Liz Bechtel, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Oct. 6	OPENING: RESORT AND SPRING SUIT COLLECTION Continuous showings, Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 7 8:00 A.M. Breakfast	PREVIEW: ARNEL SUNLAND VOYAGERS A showing of Cruise clothes in Cohama fabrics of Celanese Arnel tri- acetate. Presented in cooperation with American Export lines. Showing at 8:30 A.M. By invitation. Contact: Dorothy Wallace, MU. 9-6000.	COHAMA; & CELANESE CORP. OF AMERICA	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE
Tuesday Oct. 7 10:00 A.M. Breakfast	1959 CRUISE & SPRING SWIMSUITS & SUNCLOTHES Jantzen will present their 1959 Cruise-Spring swimsuit and sunclothes collections, inspired by the Jet Age, inaugurated by Pan American's Jet Clippers. By invitation to press and buyers. Contact: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVENUE)	PAN-AMER. HANGAR #14 IDLEWILD AIRPORT
Tuesday Oct. 7 10:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Showing of Lloyd Weill and Wiley Petites fashions at 10:30 A.M., Oct. 7, 8, 13, 14, 15, 20, 21, 22 and 28. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 7 12:00 Noon Luncheon	PREVIEW: RESORT AND SPRING COLLECTION Alison will present their Resort and Spring collection. By invitation. Daily thereafter at 12:00 Noon. Contact: Jean Beck, FE. 6-6983.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 8 9:00 A.M. Breakfast	PRESS PREVIEW: RESORT AND CRUISE FASHIONS Greta Platty will present their Resort and Cruise sportswear collection of beachwear, sportswear and dresses. By invitation. Daily thereafter. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVE.)	500 CLUB - 15TH FLOOR 500 SEVENTH AVE.
Wednesday Oct. 8 5:00 P.M. Cocktails	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR Preview of the Cole of California junior and misses collection of swimwear; also sundress fashions. By invitation. Contact: Sanford Worth, BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	SAVOY-HILTON HOTEL SAVOY ROOM
Tuesday Oct. 14 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING FASHIONS Resort and Spring '59 fashions for women at preview for press and resident buying offices. By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
Wednesday Oct. 15 12:00 Noon Luncheon	RIBBON FASHION AWARDS LUNCHEON Special awards to designers in the dress, millinery, and lingerie fields for skillful use of ribbon in their fashions. By invitation. Publicity: Alfred Davidson Assoc., 38 E. 57th St., PL. 5-0868.	RIBBON FASHION ASSOCIATES	HOTEL PLAZA TERRACE ROOM
Wednesday Oct. 15 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION Dan Keller will present his Resort and Spring collection of casual dresses and ensembles, designed by Liz Claiborne. By invitation. Daily thereafter. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	DAN KELLER CO., INC.	500 CLUB - 15TH FLOOR 500 SEVENTH AVE.

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

(The Member Firms of the Fashion Originators' Guild Will Introduce Their Spring Collections in a Three-Day Opening Period - Oct. 20 - 22)

Beginning	BEN BARRACK, INC.	498	7th Ave.	(7 Fl.)	LO. 4-3923
Monday	HARVEY BERIN LTD.	530	7th Ave.	(7 Fl.)	PE. 6-0206
Oct. 20	BRANELL.	530	7th Ave.	(27 Fl.)	PE. 6-6983
	WM. FOX-VISIONI CORP.	498	7th Ave.	(18 Fl.)	CH. 4-2659
	ED GERRICK, INC.	550	7th Ave.	(7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530	7th Ave.	(17 Fl.)	WI. 7-4076
	DAVID E. GOTTLIEB, INC.	530	7th Ave.	(4 Fl.)	LO. 5-2727
	GRABOIS.	498	7th Ave.	(5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498	7th Ave.	(16 Fl.)	BR. 9-8394
	HARMAY.	498	7th Ave.	(22 Fl.)	PE. 6-5547
	MYRON HERBERT, INC.	530	7th Ave.	(20 Fl.)	LO. 4-6830
	JOBERE, INC.	530	7th Ave.	(20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	498	7th Ave.	(4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498	7th Ave.	(21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530	7th Ave.	(21 Fl.)	LA. 4-0237
	ROSALIE MACRINI, INC.	550	7th Ave.	(11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498	7th Ave.	(10 Fl.)	CH. 4-4600
	RUDOLF GOWNS.	530	7th Ave.	(12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498	7th Ave.	(7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530	7th Ave.	(20 Fl.)	LA. 4-7540
	SUZANNE AUGUSTINE, INC.	1 W.	47th St.	(7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530	7th Ave.	(2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530	7th Ave.	(11 Fl.)	CH. 4-2617
	Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945				